Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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New Phone Numbers are ripe

in the Valley of the Moon

And wasn't that first rain of the season, Wednesday, after five months or so of no rain at all, somewhat on the glorious side? And now, in just about two weeks, we'll be seeing green grass and shrubbery and trees in the yards and up on the hillsides. Well worth waiting for, wasn't it?

"I'll admit the pearls aren't matched, madam, but the oyster had the hiccups." VALLEY WATCH REPAIR, Boyes Springs.

The new telephone numbers—and books—are in our hands and we start using them Sunday. The book is big and thick, but we do believe the phone company could do better by us. The book has the listings of all subscribers in Sonoma, Lake and Mendocino counties. But what do we, down here, care about the other counties? In fact, why don't they get out just one book for Sonoma county, and others for the other counties? And more: We think every phone subscriber out here in the Valley of the Moon should have his listing under a separate heading, such as Boyes Hot Springs, Fetters Springs, El Verano, Glen Ellen and Kenwood. Why should we have to be more or less identified with Sonoma?

Don't Miss the famous Cocktail Hour at SONOMA GOLF & COUNTRY CLUB, 5 to 7 daily. Hors d' oeuvres and music.

More and more it becomes desirable that there be a "stop" sign at the Boyes' main corner. Motorists pay no attention to the white crossing lines on the pavement. A real "stop" sign might stop 'em, and save a few lives. Why not our new Merchants' association get busy on some sort of proposition like this?

DONOVAN'S IRISH INN, opp. Bath House, is getting famous for its corned beef, served every Saturday for dinner. Sandwiches too. ALLEN'S MOTEL, Boyes. Dollie and Tom. Deluxe accommodations. Air conditioned. Cafe bar. Dining room.

So, this week we have eight pages! With four and six, and with so many advertisers, it wasn't just right to crowd the ads so close together. Now we're a little on the "shy" side, so will have to gather in a few more businessmen. With the success of the paper mostly due to the advertisers, why not tell your favorite merchant that you've noticed his ad, praise him a little for having used space in Moonbeams, buy a coupla nickels' worth—and we'll all be happy.

BETTY CONEY, Slendo-Trim Reducing Salon. LEE STARRETT, Masseur, for reducing and good health. BOYES BATH HOUSE.

There's a fellow here who has a product that well might be the boon of humanity. If we had say $20,000 to play with we'd back him to the limit. He's got a mineral clay—gets it up in the Rockies a hundred miles or so east of Yellowstone national park, and it sure does a job in many ways.

Wife got stung by a wasp. Covered it with this clay. In 15 minutes, good as ever! Works on cuts and bruises, and is the finest window and windshield cleaner you ever saw. A bad leg or a sprain? Cover it with this clay, and you're cured in a few hours.

What's holding him up? He's not a doctor, and likely the medical profession wouldn't go for it. But fortunes have been made on little things with not half the potential that this clay has.

MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone 2467.

You know the type of headline we use each week? Many say they're always looking as to what's going to be "ripe" next. We could sell that line for $10 or $15 each week, but that's just plain "out." Wouldn't sell it to our own grandmother.

FIELD'S UNION SERVICE, Main Corner, Boyes.
Super service, wonderful gas and oil, mechanic on duty.
SONOMA FURNITURE MART, 568 Broadway
Furniture repaired and refinished. Also taken in trade.

A fellow editor doesn't agree with us, but we do think that one of the big needs hereabouts is a good dump. He says (in effect): Without proper supervision it would become a nuisance, an eyesore, just plain no good. We've got a dump anyway.

O. K. Sarge! It needn't be an eyesore. Someone with a deep gully would be glad to have it filled up. About once a year a bulldozer could smooth it all up, and he'd have some good land to replace his now worthless holdings.

And the dump we have is miles away, too far to go for the average householder. Let's get one good dump fairly close to our growing communities.

Maybe you like something very special in drinkables. We'll fix it up for you—best you ever had. ..DENNY'S C O G CLUB.

Maybe you're going to have more overnight guests than you're prepared for. Bring 'em over to FLORAY COURT, Fetters Springs. On our mezzanine you'll find a wide variety of merchandise you never knew we carried. Look us over! BOYES VARIETY STORE.

Got a postal card from our actor friend, Minor Watson, from Paris, France. Minor is a subscriber and somehow Moonbeams got to him 'way over there, and he was immeasurably pleased. He says Paris isn't a city, it's a "way of life," and he loves it.

There's old-time dancing every Saturday night at LITTLE SWITZERLAND, El Verano. Swiss eats, too. You'll like!

MISSION INN, Boyes Springs, offers the very finest cuisine, luxurious rooms and service. Low priced, too. Cocktail bar.

An elderly man of convivial habits, but also bookish, was haled before the judge. "You're charged with being intoxicated and disorderly," snapped the judge. "Have you anything to say?"

"Man's inhumanity to man makes countless thousands mourn," began the prisoner in a flight of oratory. "I am not so debased as Poe, so profligate as Byron, as ungrateful as Keats, as intemperate as Robert Burns, so demented as Tennyson, so vulgar as Shakespeare, so . . "

"That'll do, that'll do," interrupted the judge. "Seven days, and officer, take down that list of names he mentioned and round 'em up. I think they are as bad as he is."

One of the Valley's Finest Restaurants! MENDEL'S CAFE, on the Plaza, Boyes Hot Springs. Mighty Good Food and Drinks.

LONDONSIDE, just a little way out of Glen Ellen. A most unusual spot, with pool, picnic grounds, refreshments. SYLVIA.

You know, this vandyke business is intriguing. Last week we were compared with a sea captain, Horace Greeley, man in white, and every day some new cognomen crops up. It also has economic advantages. Hardly ever nowadays do we pay for a cup of coffee. It's free. Why? Haven't the slightest idea.

And after Tony trimmed it up this week it really does look like something—only we don't know exactly what.

POWDER BOX BEAUTY SHOP in Boyes will please the most fastidious feminine seeker for glamour. Ellen "Mac" Bom.

Jack London used to visit the RUSTIC INN frequently . He liked it . So will you. GUNNER & RUTH are in charge.

Then we get a letter from a highly esteemed woman of the Valley. Her main complaint is that women (as a class) are prone to discuss their ailments, past, present and future, to the exclusion of most other topics. She tells of a friend on whom she called, to cheer her up. The woman refused to be cheered up—she wanted to talk about her illness, and those of all her friends. And our correspondent also said we should just "listen in" on a group of women—anytime, any-

where. All they'll be talking about, she says, is their ailments, operations, and those in prospect.

We'll probably never get the opportunity of listening in on a group of women, but imagine maybe the lady has something.

On the other hand, ladies, maybe you should or could "listen in" on a bunch of men sometime. But you might be shocked!

VALLEY OF THE MOON CIGARS
Ask for Them — Only Handmade Cigars in the Valley

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

Recently an Arkansas editor tried his hand at a bit of "columning" and came up with this dissertation on "Talk":

"Talk is the principal product of the world. It is divided into plain, loud, big, back, idle, or just. It is said in every language known to man and of course, woman. It comes out of loudspeakers, after-dinner speakers, and plain windbags.

"It is a means of communication, expression, explanation, exaggeration and prevarication. It is one means of getting out of line and into trouble.

"Some talk is good; some bad; some indifferent, and some no doubt is necessary. Everyone agrees there is too much of it, but the problem is how to get less without doing more."

ROY'S UPHOLSTERY SHOP, Boyes, is your best bet when it comes to reupholstering your furniture or car. Estimates, gladly. Drug stores nowadays carry 'most everything . And we're a first class drug store. Got "everything." VALLEY DRUG STORE.

Restaurant menus can be valuable to a community. We know of quite a few which used a bit of community history or promotional facts to call attention to their home towns. A good illustration is the El Dorado hotel in Sonoma, with John Merlo, Sr. and Jr., as proprietors. Their menu contains the following:

"The El Dorado is among the first adobe buildings erected in Sonoma by Don Salvador Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. Salvador was the great Indian fighter and is credited with subduing warlike tribes in Sonoma, Mendocino and Lake counties. The adobe building on the west side of the Sonoma plaza, which includes the El Dorado, was a favorite hotel in the 'forties. Pierce and Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early day school, and theatrical performances were held upstairs, with entrance on Spain street."

Yes, We Have Commercial Xmas Cards!
—:— ADOBE DRUG —:— SONOMA —:—

Started to read last week's Moonbeams after it came off the press, confident that at long last we'd read a "perfect" paper, with no errors whatever. The expectation didn't last long. Found at least six, two of them errors in makeup, the others just some of those things that happen in the typographical business.

This week we intend to take proofs of all pages before final printing; and just maybe we might come up with a perfect paper. All editors every week make a try for this ideal condition, but so far none has ever accomplished it.

CHRYSTAL'S SMART SHOP

Summer Clearance! (Opp. Mission Inn) Boyes Springs

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Fond grandfather Judge Skillman baby-sat with Billy, his pre-kindergarten grandson. Trying to entertain the youngster, the judge told stories, recited nursery rhymes and sang a few songs. Billy remained wide-eyed and awake. "Having a good time, Grandpa?" he cherubed brightly.

FIRST QUALITY MEAT every day, with special low prices last three days each week. MIKE & ROSE'S BOYES MARKET.

MELINA & HARVEY invite you to drop in for some fine mixed drinks, and good company. DRAFT BEER, TOO.

Other night on TV we saw demonstrations of amateur dancers, champions, who put on the foxtrot, waltz, tango, sambo, jitterbug, and so on. The jitterbug was a little more violent than the others, but they all looked about alike. They all fiddle around, take their partner's fingertips and twirl her around, or maybe she just makes a beeline for him and jumps into his arms. They can't waltz, 'cause apparently they don't know what 3-4 time is. And who wants to grab a girl around the hips and whirl her around up in the air? Especially if she's overweight. Is this dancing? It may be all right on the stage, but there is no place for it in a ballroom. In fact, there just isn't room enough. Let's get back to dancing! And forget this ring-around-a-rosy routine.

LARSON'S LIQUOR & SPORTING GOODS

Headquarters for CHUCK WAGONS

Can you think of anything much more messy than a raw egg dropped on the floor? Happened to us the other morning while getting our very early breakfast. The damthing rolled off the top of the stove, and it took real ingenuity to get the floor properly cleaned by the time the missus arrived.

Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. Ph. 4500.

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Your neighbors and friends like us. You will, too. Drop in—anytime. JUNIOR RABBEN'S BOYES SPRINGS RESORT.

Do your own laundry quickly, at small cost, regularly at B & L LAUNDROMAT, Fetters Springs. Finest equipment.

We'd like to like pro football—but can't. How you going to keep track of 44 players, 22 to a team, with the team members running on and off the field with every play, almost? What fun is it to watch a man come in to hold the ball for a point after touchdown, or just to be ready to catch a punt or a kickoff?

If it were baseball, would you like to see nine batters on a team, then nine fielders to take over every inning? And basketball! Used to love it. Now if one player looks a little bit mad at an opponent there's a whistle and a free throw.

So we'll stick to our baseball and our college football, where the boys play offensive and defensive ball the way it was when originated. Why all these specialists? The game has been spoiled by the pros.

Good time of year for an outstanding dinner—out! Come to EL DIRADO HOTEL, Sonoma, for something very special.

BOYES SPRINGS FOOD CENTER. It's THE place for the very best in groceries, meats, dairy and frozen products, liquor off sale.

Oh yes, we get roiled at a number of things. Latest is to hear so much and so often over TV and radio about "Jack London square" in Oakland. Sure, Jack was a familiar figure around there over a few years, but he lived right here, and belongs to the Valley of the Moon (which he envisioned and named) surely as much as he belongs to Oakland.

So why don't we do something about it? As a starter, let's have a street or a highway named after our beloved Jack London. While the state may call it Highway 12, why don't we here rename it Jack London road or boulevard? Or Valley of the Moon road?

And why don't we also start a movement to acquire the Jack London homestead as a state park? Exactly why are we so behind in our thinking? Here's a terrific community asset right at hand—and nothing, so far, has been done about it.

TOP NIGHT SPOT in the Valley. Organ music by Paul. Dancing. Wonderful meals, excellent drinks. PAUL'S OLD RANCHERO.

INTERNATIONAL TRUCKS. Richfield Products. On the Highway, Boyes Hot Springs. BUCHANAN & POLIDORI.

A deserved boost upward: Mendel Cader is to be manager of the Sonoma Golf and Country clubhouse. Mendel is so very well known and liked that just about everybody is going to be happy about it. Mendel really knows how to manage such an establishment. We predict real progress for the institution from now on.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Two moonshiners were discussing their operations. "When I take the stuff to town," one said, "I always drive slow—about 20 miles an hour." "Skeered o' the law?" jeered the other. "Nope," said the first, "ye gotta age the stuff, hain't ye?"

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Phone 2289.

For BEST CAR CARE, come to GALLO'S CHEVRON STATION. Good used cars. Tires and Batteries. Lubrication.

GRAHAM PRAISED BOYES HOT SPRINGS!

That Boyes Hot Springs has high standing with many of the big boys of the Pacific Coast league is still uncontroverted. Remember back about 1948 when the Seals had their spring training camp here? We're reprinting a story by Howard Smith which appeared in the Press Democrat along about then, and it could well be read and studied by local leaders, and perhaps some future good could come from it. Here 'tis:

The San Francisco Seals of the Pacific Coast Baseball league are again training at Boyes Springs this year. Rookies and pitchers and catchers were scampering on the Lichtenberg field turf all last week and tomorrow the regulars of the club move in to enliven the picture.

"Why do you always come back to Boyes Springs?" Charley Graham, co-owner and president of the Seals, was asked yesterday.

"Because it's the best place I know of to train a baseball club," was Graham's answer.

"Why do you break away for other spots in some years?" was the next question.

"There have been varied reasons," replied the Seal prexy. "Some years, for instance, when the old hotel burned, the accommodations weren't available. On several occasions medium-sized cities of the interior have invited us with attractive offers. Last year and the year before we trained on Mr. Fagan's Hawaiian plantation. It was an expensive trip, but for a couple of seasons made good publicity."

Boyes Is the Spot

Graham continued: "But after all, the object of spring training is to get the baseball players in shape, and right here in Boyes Springs is the place to do that. Sure, it's a wonderful outing for the boys in Hawaii, and Mr. Fagan, one of the club's owners, put on a grand time for them. But here is where we have training conditions as near to the ideal as possible to find.

"First, hotel accommodations at the Mission Inn are fine and within easy walking distance from the playing field. Then, right at the gate of the field are the springs with their hot mineral water baths

and other accommodations so welcome to the sore muscles the boys develop at the start.

"Of course it rains some, and some years it has rained more than some, but where doesn't it rain in the spring? Even when it rains, we can limber up the boys in the dry swim tank, where there is enough room for them to keep their arms supple. Then, when it stops raining, Lichtenberg field needs but a couple of hours to dry sufficiently for playing.

Ball Field Great

"That ball field is as good, if not better, than any that the big leaguers have in Florida or elsewhere.

"Then, there's the matter of distractions. Boyes Springs has few and the ball club can make spring training an all-business affair. Some of the boys go over to Sonoma to the movies, but that's only a couple of miles and they're back early. There's much that is peaceful and relaxing about the place. We may go elsewhere for a season or so in the future, but the Seals will always come back to Boyes Hot Springs as they have been doing for about 40 years."

Well, that was the end of Charley Graham's praise of Boyes Hot Springs, but his mention of 40 years brought on a discussion among those present as to just when the team first came to the Sonoma valley in the spring. It was before 1910, because the late Danny Long was the manager on the first trip, probably in 1903. Boyes was an old stamping ground by 1914 when Art Hickman and Frank Ellis, famed musicians pinned the term "jazz" on southern-style syncopation.

. . . . You could go on and on with stories of the Seals at Boyes, but it's enough to know they're home in their old Sonoma valley haunts and getting in good shape for the 1948 Pacific Coast baseball season.

TENDER MEATS at the Right Prices. See GEORGE at BOYES SPRINGS FOOD CENTER.

"Dad, you remember the story you told me about the time you were expelled from school?" "Yes." "Well, isn't it funny the way history repeats itself?"

LEW'S GOOD FOODS & FOUNTAIN, Hiway 12, Boyes. Lunches, Snacks, Dinners, Sandwiches, Malteds. Worth dropping in!

Tess: "Don't be discouraged . In this world there is a man for every girl and a girl for every man. You can't improve on an arrangement like that."

Gladys: "I don't want to improve on it. I just want to get in on it."

HAMMOND LUMBER COMPANY, Boyes Hot Springs
Get your Lumber, Hardware, Building Materials, right here.

A vacation is a time when you seek change but need currency.